

MARLBORO MUSIC 1997 MILITARY
MARKETING PLAN

Mission:

Our 1997 recommendation is to present 15 concert dates in five military markets. The plan calls for the concerts to occur strictly at military installations and open to the civilian population.

The goal for Marlboro Music is to increase its audience participation across the country through concerts utilizing different genres of music i.e. Rock, Country, Latin and R&B.

The three-day festival gave the brand dominance, captured audience and its own dominion which satisfies the following set objectives:

- Reinforced brand imagery
- Name generated for data base
- Execution of non-traditional on-site unit sales opportunities

1997 Objectives:

- Increase overall concert attendance of YAMS LA to 29 years of age
- Maximize name generation activities for data base
- Support concerts through retail extension
- Support each concert through public relations and print advertising campaign

1997 Strategies:

- Present Marlboro Music concerts at 5 key military bases in a three-day festival format
- Continue to open the festival to non-military communities
- Through dominance at events, maximize name generation opportunities
- Generate media plan for maximum brand visibility and brand awareness

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Concerts:

1997 concerts continued to focus on brand visibility which reinforced the imagery of Marlboro along with delivering a value statement to adult smokers 21 years and above. The genre of music featured Rock, Country, R&B and Latin. This effort maximized our consumer base demographic reach.

The 1997 concert breakdown is as follows:

	<u>Genre of Music</u>	<u>Installations</u>
Rock	5 = 33.3%	- Norfolk Naval Base, Norfolk, VA
R&B:	5 = 33.3%	- Camp Lejeune MCB, Jacksonville, NC
Country:	3 = 20.0%	- Corpus Christi NAS, Corpus Christi, TX
Latin:	2 = <u>13.4%</u>	- Fort Bliss, El Paso, TX
Total	15 100%	- Ft. Shafter, Oahu, HI

1997 Concert Attendance:

Military markets were determined after reviewing the key market list with Military Field Sales.

Talent artists recommended line-up will be based on brands demographic appeal. Consideration will be given in featuring a well known local act as opener on the talent roster.

Talent selection is always determined by market appeal. To insure that Marlboro provides the most of adult entertainment, we are working to secure talent participation as early as possible.

Name Generation:

In '97, name generation locations on-site will be structured to maximize 100% opportunity per site. This will be accomplished through placements of additional event kiosks throughout event sites.

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Retail Extension:

In regards to leveraging our concerts, Section 35 Field Sales through trade marketing utilized the Fort Bliss Summer Fest (El Paso, TX) event with a retail pack promotion which yield a movement of over 30,000,000 units.

It is our recommendation that major concert dates be leveraged at retail. The above retail extension at concerts provide Marlboro additional brand awareness at these events and visibility beyond the event site.

Concert Venues:

Stage signage will reinforce the imagery of Marlboro complimented by top quality talent. Stage production enhancements will include video walls and laser which will be complemented by our traditional sound and light standards.

Advertising/Public Relation:

A media schedule will be devised to support each concert date. ROPs will highlight all concert information. Our public relations agency will do all efforts to generate awareness through press releases, on site interviews and media days.

BUDGET: \$1,500,000

- Budget breakout is listed in the calendar schedule by markets.

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1996 MARLBORO MUSIC HISPANIC/MILITARY
MARKETING BUDGET

<u>Budget Description</u>	<u>1995</u>	<u>1996</u>	<u>Percentage of Change</u>
Consumer Incentives	\$ 300,000	\$ 300,000	-0-
Promotional Materials	250,000	250,000	-0-
Agency Artwork	175,000	200,000	+ 14.3%
Professional Services	125,000	125,000	-0-
Advertising	150,000	200,000	+ 33.3%
Hispanic Artists' Fees	500,000	725,000	+ 45.0%
Military Artists' Fees	1,000,000	1,500,000	+ 50%
TOTAL	\$2,500,000	\$3,300,000	+ 32%

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